

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	Brand Management		
Occupation	Manager		
Job Role	Brand Manager/Customer Loyalty Manager		
Job Role Description	<p>The Brand Manager/Customer Loyalty Manager drives the organisation's brand equity through the development of brand plans, customer loyalty plans and brand identity guidelines. He/she leads initiatives to deliver the desired brand experience for the organisation across all channels. He is also responsible for leading market research efforts to formulate plans and strategies for the brand and target customers.</p> <p>He works in a fast-paced and dynamic environment where he creates a consistent brand experience throughout the organisation.</p> <p>He is an innovative, energetic, collaborative and highly adaptable team leader. He is a strong influencer and possesses strong business acumen with a high level of initiative.</p>		
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
	Drive brand equity	Develop brand plans	
		Monitor quality and alignment of products in accordance with product quality guidelines	
		Develop intellectual property processes to contribute to intellectual property management	
		Monitor brand equity performance	
	Establish brand identity	Identify demographics and characteristics of target profiles	
		Develop concepts, style, look-and-feel, language and tone of the brand	
		Build customer awareness and perception	
		Foster brand promise	
		Drive brand culture	
		Develop brand communication plans	
	Deliver brand experience	Develop brand experience ideas and concepts	
		Develop brand delivery standards	
		Drive brand campaign planning	
		Evaluate effectiveness of brand campaigns	
	Drive customer loyalty	Identify demographics and characteristics of target profiles	
		Develop customer loyalty plans	
		Develop customer acquisition programme mechanics	
		Develop customer retention programme mechanics	
		Assess product utilisation and developments	
		Assess effectiveness of programmes	
	Lead market research	Manage market research activities	
		Develop market research study objectives	
Develop market research plans and methodologies to support market research study objectives			
Evaluate alternate market research channels			
Manage market research activities in accordance with market research plans			
Interpret trends, market developments and competitor market performance			
Develop recommendations based on research findings			
Report findings and recommendations to relevant stakeholders in accordance with organisational procedures			
Develop a customer experience map to ensure consistent customer experience across channels			

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Enhance e-Commerce customer experience	Develop and manage communication of business value propositions to customers			
	Manage delivery of promised values to customers			
	Develop organisation capabilities to deliver consistent customer experience			
	Measure and analyse customer satisfaction and feedback			
	Manage innovation programmes to drive higher customer retention and loyalty			
	Implement technology to enhance customer experience			
<b>Skills &amp; Competencies</b>	Technical Skills & Competencies		Generic Skills & Competencies	
	Brand Campaign Management	Level 4	Leadership	Advanced
	Brand Guideline Development	Level 4	Creative Thinking	Advanced
	Brand Portfolio Management	Level 4	Decision Making	Advanced
	Business Environment Analysis	Level 4	Communication	Advanced
	Business Operational Planning	Level 4	Resource Management	Advanced
	Business Opportunities Development	Level 4		
	Business Risk Assessment	Level 4		
	Communications Channel Management	Level 4		
	Compliance with Legal Regulations	Level 4		
	Consumer Intelligence Analysis	Level 4		
	Crisis Management	Level 4		
	Customer Acquisition Management	Level 4		
	Customer Behaviour Analysis	Level 4		
	Customer Experience Innovation	Level 4		
	Customer Loyalty and Retention Strategy Formulation	Level 4		
	Customer Relationship Management (CRM)	Level 4		
	Data Analytics	Level 4		
	Data-Mining and Modelling	Level 4		
	Events Planning and Management	Level 4		
	Idea Generation and Selection	Level 4		
	Infographics and Data Visualisation	Level 4		
	Intellectual Property Management	Level 4		
	Knowledge Management	Level 4		
	Market Profiling	Level 4		
	Market Research	Level 4		
	Market Trend Analysis	Level 4		
	Market Entry Strategy Formulation	Level 4		
	Organisational Alignment and Interdependency Analysis	Level 4		
	Organisational Planning and Target Setting	Level 4		
	Organisational Strategy Formulation	Level 4		
	Problem Identification	Level 4		
	Process Improvement	Level 4		
	Project Administration	Level 3		
	Project After Action Review	Level 4		
	Project Cost	Level 4		
	Project Feasibility	Level 4		
	Project Integration	Level 4		
	Project Plan	Level 4		
	Project Quality	Level 4		
	Project Resources	Level 4		
	Project Risk	Level 4		
	Project Scope	Level 4		

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	Project Timeline	Level 4		
	Public Relations Campaign Management	Level 4		
	Sentiment Analysis	Level 4		
	Social Media Management	Level 4		
	Stakeholder Management	Level 4		
	User Interface and User Experience (UI and UX) Optimisation	Level 4		
	Website Design	Level 4		
	Website Performance Management	Level 4		
	Workplace Communications	Level 4		
<b>Programme Listing</b>	For a list of Training Programmes available for the Retail sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/retail">www.skillsfuture.sg/skills-framework/retail</a>			

The information contained in this document serves as a guide.